

**City of Sedona
Community Event Funding
2009-2010 Application Process
Round 2
(for January 1, 2010 through June 30, 2010)**

The City of Sedona continues to support existing and expanded local events to meet the needs of the community. The Fiscal Year 2009-2010 (July 1, 2009 through June 30, 2010) budget allocates **\$20,000** to support new and continuing community events. Approximately \$10,000 remains for second round funding. Funding priority will be based on the criteria provided within the funding application. Funding one year does not ensure funding in future years.

Non-profit organizations promoting, coordinating and implementing new and continuing ongoing events may apply for funding. Funding will be awarded on a one-time basis and is provided in part to support marketing/advertising of the event.

PROGRAM CRITERIA

The procedure for evaluating each application for event funding relies on an extensive review of the program criteria and the capability of the provider to deliver a successful event to the City of Sedona residents and/or businesses. It is important for organizations to establish realistic funding targets to avoid unrealistic requests for funding.

Also, please note, that due to potential legal issues related to the United States Supreme Court's First Amendment "endorsement test", the City is not able to fund events that "...endorse religion if its conduct has either the purpose or the effect of conveying a message that religion or a particular religion's belief is favored or preferred."

The following are criteria used to determine funding for applicants:

- ❖ **Substantial community benefits to City of Sedona as a whole**
- ❖ Location and size of the event, number of local attendees and attraction of out-of-town attendees
- ❖ Continued, increased or new demand for events
- ❖ Extensive use of volunteers to provide the event
- ❖ Uses of the qualifying funds – possible uses include marketing, expanded programming at events, operation of the event and matching funds for collaborations with other entities
- ❖ Have other viable sources of financial support
- ❖ Maintain non-profit status (the City will not fund any provider that does not maintain this status)
- ❖ Full financial disclosure (e.g. profit and loss statement)
- ❖ The amount of funding requested

If this is a previously funded program by the City of Sedona through various funding sources, the following additional performance targets will be reviewed:

- ❖ Proof of performance (satisfactory to the City) as to past expenditure of City funds
- ❖ Whether the previous event was completed and if it was successful

Recipients of funding will be required to sign an agreement prior to receipt of funds that outlines the organization's commitment to submit a final report about the event. The report will require the organizer to show how the planned uses of funds were achieved, provide a breakdown of the visitor count showing local vs. out of town attendees (events with primarily a community focus may provide a total headcount), and show the financial and/or community impacts of the event.

Successful applicants will not be eligible for other City funds during the same fiscal year for the same event.

COMMUNITY EVENT FUNDING APPLICATION

Each event provider will be required to complete a *Community Event Funding Program Application*. City staff will use this application to evaluate the benefits of the event and provide a recommendation to the City Manager and City Council for funding. Applications are available on the City of Sedona website at www.SedonaAZ.gov, by e-mail request to mstover@SedonaAZ.gov or by calling (928) 204-7127.

Applications are due to the City Manager's Office by 5:00 p.m., Thursday, November 19, 2009, located at 102 Roadrunner Drive, Sedona, AZ 86336. Late applications will not be accepted for the second round of funding.

RECOMMENDATION PROCESS

City staff appointed by the City Manager will review applications and recommend funding levels to the City Manager. Funding levels will be reviewed by the City Manager and approved by the City Council. If an event provider would like to appeal the recommended amount awarded, they will be able to file a written letter of appeal with the City Manager's Office and a date/time will be scheduled to discuss the appeal.

**COMMUNITY EVENT FUNDING PROGRAM
2009-2010 APPLICATION FORM**

All information requested must be provided to qualify for consideration. Attach answers for *Event, Organization, Budget Information, and Gift Clause* sections on separate pieces of paper. Electronic applications are available by emailing Michele Stover at mstover@SedonaAZ.gov.

Organization/Group/Event: _____

Contact Person: _____

Mailing Address: _____

Phone: _____ **E-mail:** _____

Event Name: _____

Amount Requested For Fiscal Year 2009-2010 (anticipated total funding for Round Two for all recipients is \$10,000)*: _____

*If requesting fee waivers and/or in-kind services from the City, please list and explain need. Depending on total requests received, some organizations may receive less funding than total requested.

Event, Organization, Budget, and Gift Clause Information

About The Event (maximum 3 pages)

1. Describe how this proposed event provides substantial community benefits to the City of Sedona as a whole.
2. Provide a summary of the proposed event, major activities included, and how it will be administered. Provide detailed statistical information regarding the, location, purpose, attractiveness to visitors and residents of Sedona, type of attendees, impacts such as traffic and noise, any permits required, and beneficiaries of this event.
3. Describe the value of the event relative to other existing events in the community. Also describe any known competing events based on timing or type of event.
4. Describe the marketing/advertising plan for the event.
5. Provide information on the projected economic impacts of the event and how it will be documented/reported back to the City.
6. Provide any additional information that you feel would support your application.

About Your Organization (maximum 2 pages)

1. Provide a summary description of your organization/event and what it is intended to provide to participants. Include the names of the Board of Directors and officers of your organization or group.
2. Describe the staffing level of your event. What services are performed by volunteers and what percentage of work do these volunteers provide?
3. Provide evidence that you are a qualified non-profit organization.

Budget And Financial Information Required (maximum 2 pages not including financials)

*Please provide a budget and financials for both the umbrella non-profit organization and the event if the event is separately operated from the non-profit.

1. Submit a copy of your event's budget including a list of funding sources.
2. Provide a statement of last year's income and expenditures relating to the event. (Applicable only if your event was held in Sedona in a prior year)
3. Does your event/organization have funds on deposit with the Arizona Community Foundation or any similar organization? If yes, please list.
4. Please attach audited financial statements from your non-profit organization from the last 2 years (include a balance sheet) or a letter of review from a CPA, if available.

Gift Clause Concerns: (maximum 1 page)

The "Gift Clause" of Arizona Constitution provides that no public entity may give or make any donation to any individual, association or corporation. Arizona courts have held that the gift clause is not violated where a grant to a private entity 1) serves a public purpose, and 2) there is adequate consideration in the form of a public benefit coming back to the community, and 3) the grant does not promote purely private or personal interests.

Please explain how your use of the proposed event funds complies with gift clause test as explained above.

I, _____, acting as an authorized representative of

_____, hereby submit this application for consideration of funds. I verify that, to the best of my knowledge, all information contained herein is true and accurate.

Authorized Representative: _____ Date: _____

Title: _____